

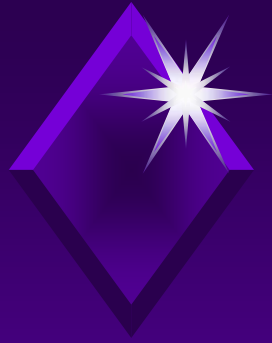
Destination Geography

Chapter 1.3



Question #6

◆ Where do I find
information?

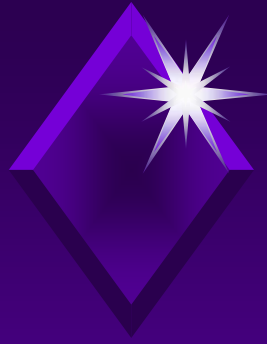


Guidebooks

○ Guidebooks give travelers information about:

- Where to stay
- Where to eat
- Where to shop
- Background information
- Sightseeing tips

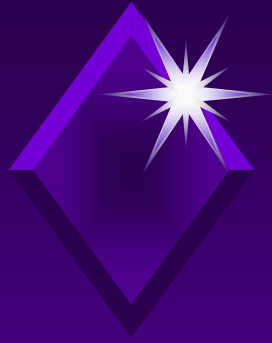




Lights, Action, Camera

- Pictures are great travel motivators. TV and movie information falls into 2 groups:
- Romantic Material
- Practical Material



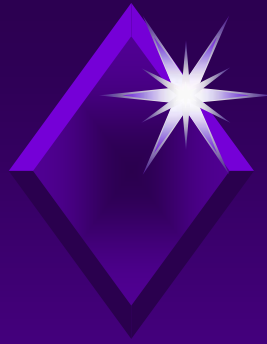


The Internet



The internet is increasing employment in the travel industry by employing a person for a website who must gather and provide information, build the website, answer questions, and attend to details of the sale.

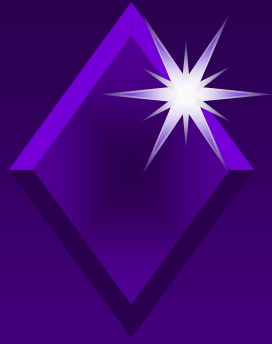




Government Tourist Office (GTO)

A state or province's tourism promotion organization that gives detailed information about a country, state, or city





Brochures

Describes a destination's attractions or a supplier's offerings.
Designed to sell a product.

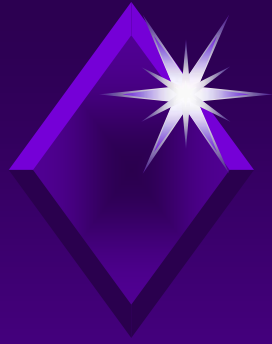




Co-op Advertising

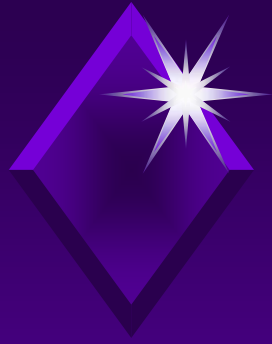
Brochures
published by tour
operators and
travel agencies in
a combined effort
to sell the travel
product.





Familiarization Trips

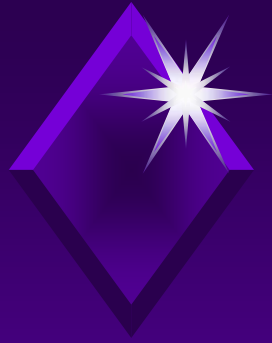
Reduced-rate trips provided by a supplier's marketing department to qualified travel professionals who need knowledge to sell the product effectively.



Trade Shows

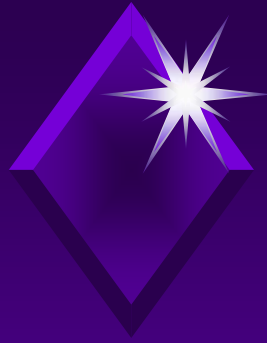
- ◆ Provide opportunities for travel professionals to showcase their products.





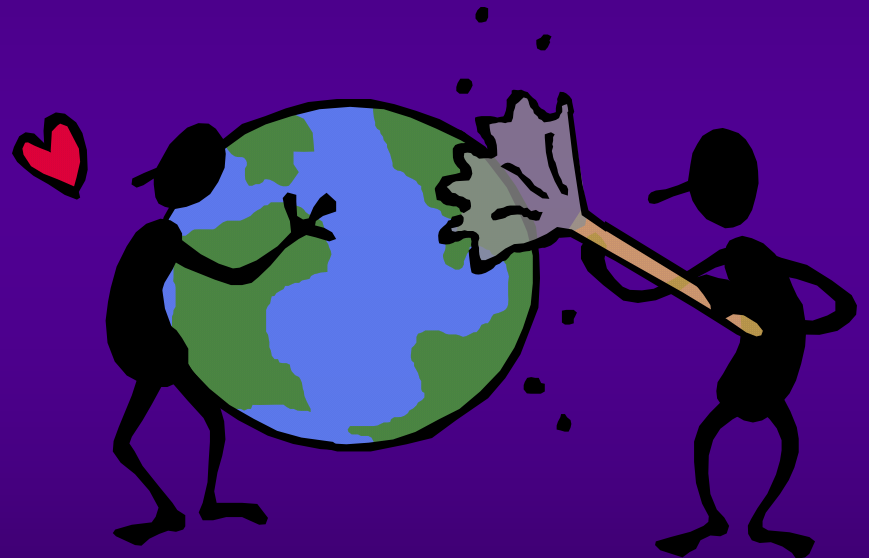
Question #7

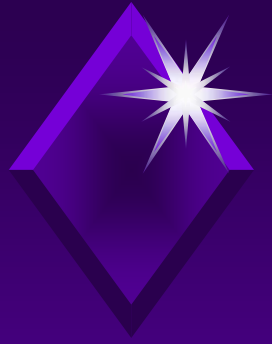
What's happening in
travel?



A Country's Economy

- Tourism plays a *crucial role*
- Developing countries –
Improvement in
standard of living
- Developed Countries –
Source of relaxation
and recreation. Helps
local economies

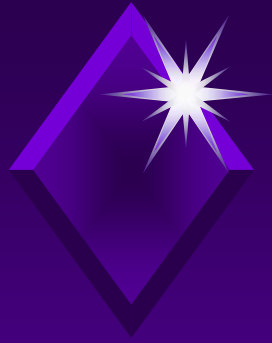




Trends In Travel

- ◆ Impact of Baby Boomers
- ◆ Continuity of Business Travel

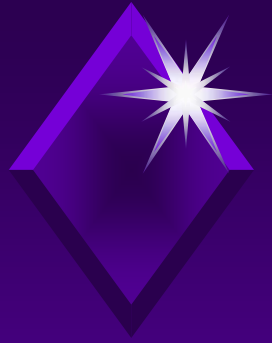




Ethnocentrism

The attitude
that a
person's own
culture is the
BEST and
most natural!

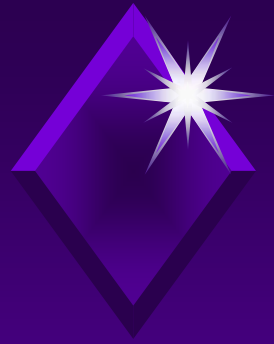




Multiculturalism

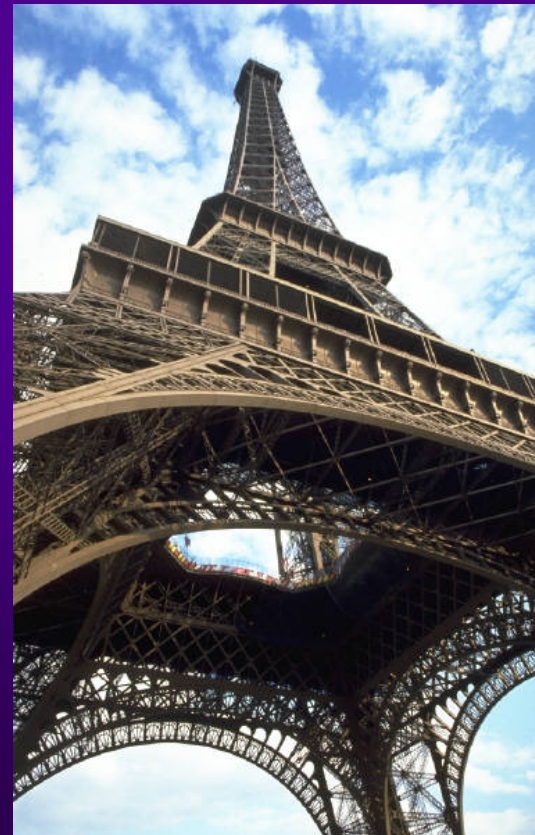


Acknowledging
the existence,
contribution,
and value of all
the earth's
cultures and
peoples



Outbound

Sending people to other countries



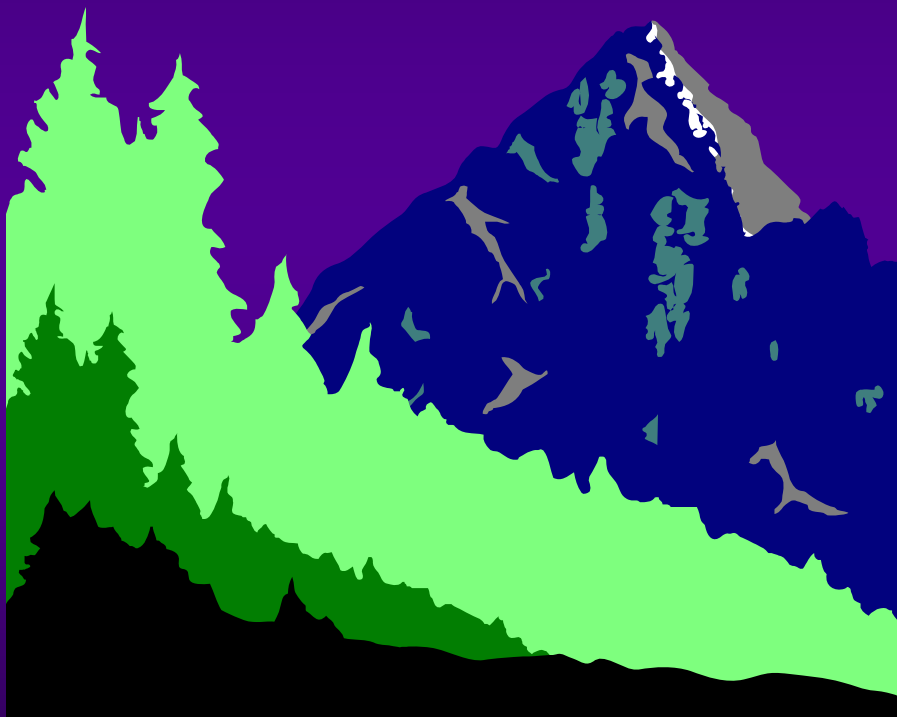


Tourists coming into a country

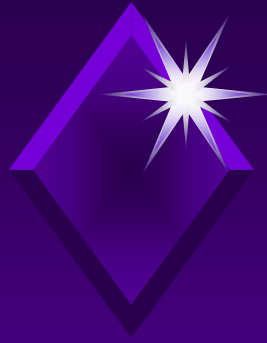




Ecotourism



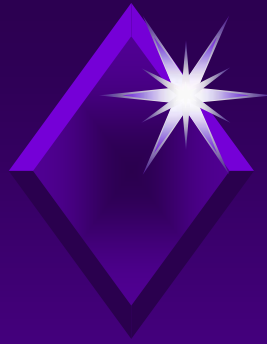
Traveling to
nature's
wonders and
leaving them
in their
original state.



Hard Adventure

Travel with a risk that is limited by the physical fitness and financial resources of the participants





Soft Adventure

A tour appealing to travelers who like the idea of doing something adventurous but lack the time or ability to take an adventure trip

